UNIVERSITI PUTRA MALAYSIA

INFLUENCE OF RELATIONSHIP MARKETING ON CROSS BUYING IN MALAYSIAN MOBILE SERVICE SECTOR

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INFLUENCE OF RELATIONSHIP MARKETING ON CROSS BUYING IN MALAYSIAN MOBILE SERVICE SECTOR

By

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Relationship marketing has been widely considered as a company’s activity that not merely helps in acquiring new customers, but also to retain them in the company. It is well-known fact that the cost to entice a new customer is much higher than to maintain the current one. Additionally, it is said that high quality of relationship marketing is potentially able to increase relationship extension such as cross buying. While relationship marketing may influence customer to make additional purchases, however there is little agreement on which mediators could be used to achieve this aim. This study develops a model of relationship marketing based on existing literature to empirically investigate: (i) the influence of relationship marketing on customer satisfaction and loyalty; (ii) the influence of customer satisfaction on loyalty; and (iii) the ultimate influences of customer satisfaction and loyalty on cross buying. Specifically, this study aims to examine the direct and indirect influences of relationship marketing on cross buying, while taking into account the mediation effects of customer satisfaction and loyalty.
Six underlying dimensions are employed in measuring relationship marketing, which are trust, commitment, communication, conflict handling, bonding and empathy. A sample of 300 customers was drawn using Mall Intercept Scientific Procedures in Klang Valley. Confirmatory Factor Analysis (CFA) is used to assess the unidimensionality of each dimension before the Structural Equation Model (SEM) is utilized to test five proposed hypotheses. The results show that all the hypotheses are supported thus providing evidence of significant direct and indirect influences of relationship marketing on cross buying. That means, cross buying can happen without the existence of customer satisfaction and loyalty, but the total influence (direct and indirect) of relationship marketing is more powerful. Based on the findings, this study gives an idea of synergistic of relationship marketing, customer satisfaction and customer loyalty in influencing cross buying. Therefore, it is imperative for practitioners and theorists to understand that relationship marketing is not merely important in satisfying and maintaining customers, but it helps in relationship enhancement as well.
Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi sebahagian keperluan untuk Ijazah Master Sains

PENGARUH HUBUNGAN PEMASARAN TERHADAP PEMBELIAN SILANG DI DALAM SEKTOR PERKHIDMATAN MOBIL DI MALAYSIA

Oleh
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Mei 2012

Pengerusi : Professor Madya Jamil Bojei, PhD
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Hubungan pemasaran telah diterima dengan meluas sebagai aktiviti perniagaan yang bukan hanya membantu di dalam mendapatkan pelanggan baru, tetapi juga untuk mengekalkan mereka di dalam perniagaan. Ini berdasarkan fakta bahawa kos untuk mendapatkan pelanggan baru adalah jauh lebih tinggi berbanding mengekalkan pelanggan sedia ada. Selain itu, adalah dinyatakan bahawa hubungan pemasaran yang berkualiti tinggi berpontensi untuk meningkatkan hubungan tambahan seperti pembelian silang. Sementara hubungan pemasaran dipercayai boleh mempengaruhi pelanggan untuk membuat pembelian tambahan, walau bagaimanapun terdapat sedikit persetujuan tentang perantara yang boleh digunakan untuk mencapai tujuan ini. Kajian ini membangunkan sebuah model hubungan pemasaran berdasarkan kesusasteraan sedia ada untuk mengkaji secara emperikal: (i) pengaruh hubungan pemasaran terhadap kepuasan dan kesetiaan pelanggan; (ii) penagruh hubungan kepuasan pelanggan terhadap kesetiaan pelanggan; dan (iii) pengaruh sebenar kepuasan dan kesetiaan pelanggan terhadap pembelian silang. Secara spesifiknya, kajian ini bertujuan untuk mengenalpasti pengaruh lansung dan tidak lansung hubungan
pemasaran terhadap pembelian silang, disamping mengambil kira kesan mediasi kepuasan dan kesetiaan pelanggan.

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This is definitely a beginning of another endless journey of a knowledge seeker.

Mimi Liana Abu
2012
I certify that a Thesis Examination Committee has meet on 23 May 2012 to conduct the final examination of Mimi Liana Abu on her thesis entitled “The Influences of Relationship Marketing on Cross Buying in Malaysian Mobile Service Sector” in accordance with the Universities and University Colleges act 1971 and the Constitution of the Universiti Putra Malaysia [P.U. (A) 106] 15 March 1998. The Committee recommends that the student be awarded the Master of Science (Marketing).

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DECLARATION

I hereby declare that the thesis is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at UPM or other institutions.

__________________________
MIMI LIANA ABU

Date:
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